

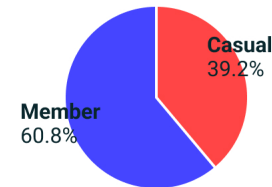
ANALYSIS OF CYLISTICS USER TYPE BEHAVIOUR

A Google Data Analytics Capstone Project

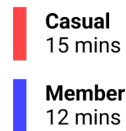
USER TYPE

Members used the **service more** (60.8%) but with **less ride time** (12 mins)

By Total Rides

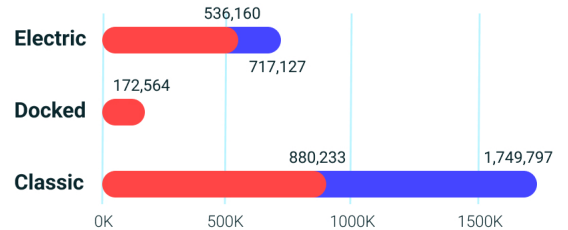


By Average Ride Length



RIDEABLE TYPE

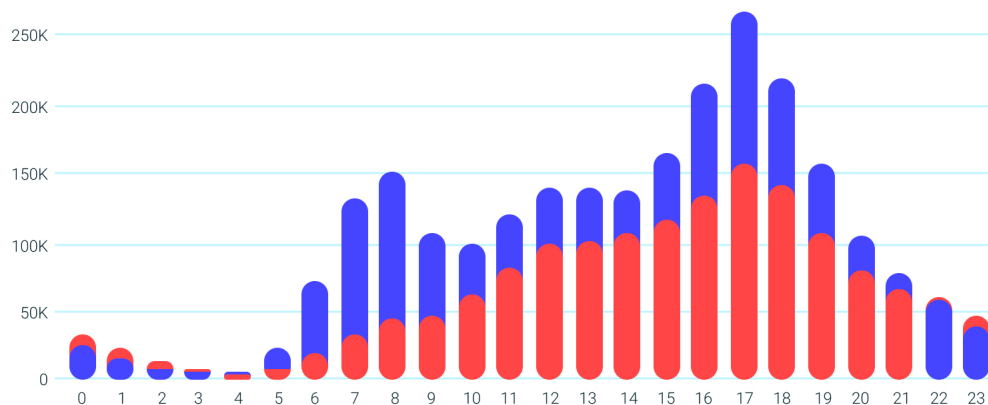
Classic bikes were the most used bikes among **casual and member users**. While **docked bikes** are only popular with **casual users**.



TOTAL RIDES

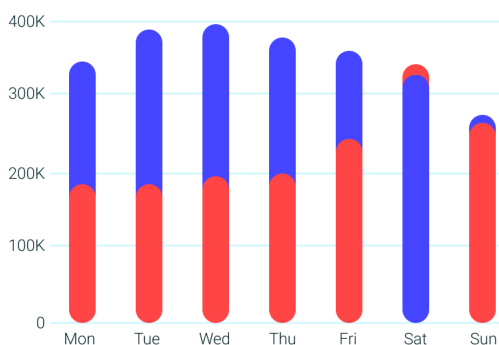
BY HOUR USED

The service **often used at 17:00** with a total of **423,393 rides** (10.4%). While **least used at 4:00**, with only **10,749 rides** (0.3%). The usage time pattern for casual users and members was relatively same, except for around 6:00 to 8:00 when **members were using the service a lot more than casual users**.



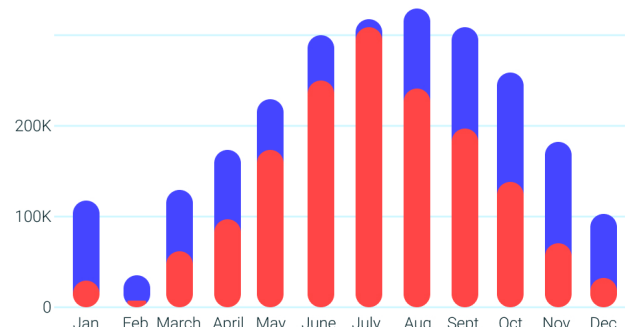
BY DAY USED

Members rode bikes a lot more on a **weekday**, **1.9 times** than casual users. While more **casual users** rode bikes on **weekends**.



BY MONTH USED

Overall and for **casual users**, **July** was the busiest month with a total of **624,115 rides** (15.4%) and **308,986 rides** from casual users. But, **August** was the busiest month for **members** with **327,653 rides**.



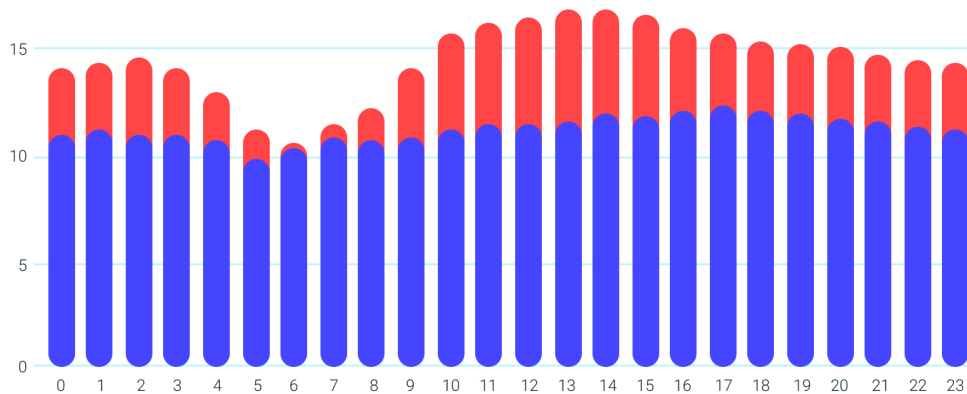
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AVERAGE RIDE TIME

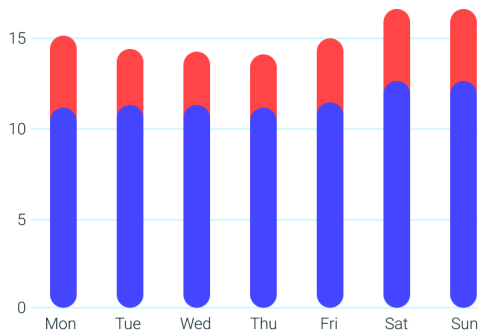
BY HOUR USED

Generally, **casual users rode bikes much longer than members** but varied from hour to hour with the highest time at **14:00** about **16.9 minutes**. While **members ride time**, stay consistent at a maximum **12.3 minutes**.



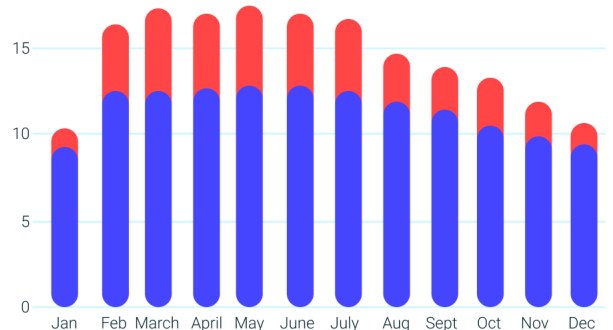
BY DAY USED

There was **an increase** in ride time on **weekends** for both user types.



BY MONTH USED

The lowest ride time of both casual users and members happened **in January**.



SUGGESTIONS

To increase the conversion rate from casual users to members, I devise a few suggestions:

Cyclistics can **increase the price** of their service in the busiest hour (15:00 to 19:00) to motivate casual users to subscribe.

Give a personalized membership tier based on the user usage pattern. To illustrate, if a user mainly rode in the morning, Cyclistics can add a membership tier that is cheaper than regular and restrict the service so it can only be used in the morning.

Increase the value of membership by collaborating with local communities to offer discounts. For example at weekend, members are given a discount for local park, shop, etc. This will attract casual users that use the service only for leisure.